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Peter's Content-Free Podcast
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Schwartz on planning for the
unthinkable The Art Of Long
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The art of the long view is definitely a good start for people not too familiar with scenario planning. It covers

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the topic from start to finish in an example filled but also surprisingly comprehensive fashion, given the length.

Art of the Long View:
Planning for the Future in
an ...

His first book, *The Art of the Long View* (1991), is considered a seminal publication on scenario planning and was recently voted the No. 1 futures book by the Association of Professional Futurists. He also co-authored *The Long Boom*. Peter is the author of *Inevitable Surprises* (2003), a provocative look at the dynamic forces at play in

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The Art Of The Long View: Planning For The Future In An ...

The Art of the Long View by Peter Schwartz is mainly a training guide for scenario planning. It does not give step-by-step instructions without the reader having to go through the whole book. The book is an easy read but starts out in the first chapter or two seeming like an info commercial trying to set the foundation of the product right before the viewer (or reader) changes the channel.

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The Art of the Long View:
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approach, giving you the
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originally developed within
Royal/Dutch Shell, based on
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The Art of the Long View:
Paths to Strategic Insight
for ...

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Using the techniques Peter Schwartz presents for the first time in *The Art of the Long View*, can begin to chart the course of their own future or their company's, not with hard numbers, but with intangibles: belief in the company, their own hopes and fears, and their reaction to events.

The Art of the Long View - Peter Schwartz - Google Books

His first book, *The Art of the Long View* (Doubleday, 1991) is considered by many to be the seminal publication on scenario planning, was voted the best

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all time book on the future by the Association of Professional Futurists and is used as a textbook by many business schools.

Summary The Art of the Long View - SlideShare

The art of the long view by Schwartz, Peter, 1946-Publication date 1991
Topics Strategic planning, Business forecasting, Organizational change, Planificación estratégica, Pronóstico de los negocios, Cambio organizacional, Strategische planning, Prognoses, Organisatieverandering, Scenario-methode, Planification stratégique,

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The art of the long view by
Peter Schwartz, Peter
Schwartz, 1991,
Doubleday/Currency edition,
in English - 1st ed.

The art of the long view
(1991 edition) | Open
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About The Art of the Long

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Future. What increasingly affects all of us, whether professional planners or individuals preparing for a better future, is not the tangibles of life—bottom-line numbers, for instance—but the intangibles: our hopes and fears, our beliefs and dreams.

The Art of the Long View by Peter Schwartz:

9780385267328 ...

But Peter Schwartz's book takes planning for the future to a much higher level. Subtitled "Planning for the future in an uncertain world", in "The art of the long view"

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Schwartz illustrates his own successful recipe for practical futurism. He outlines a "scenario" approach for developing a strategic vision.

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ONLINE ART AUCTION. This is our first ever online art auction! The art for sale was created by local artists for our 150 Landmarks exhibition and is currently on display. If you would like to view the art in person, please come by during business hours or make a reservation to attend our Closing Reception on

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World Peter Schwartz

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LONGVIEW, Texas (KLTW) -

It's kind of a big deal,
according to those at the

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Arts. The American

Watercolor Society 153

International Exhibition

features some of the best

users of the medium in the

world, and if it comes back

in the next few years, it

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Longview museum hosts
international watercolor
exhibit ...

His first book, *The Art of
the Long View* (Doubleday,
1991) is considered by many
to be the seminal
publication on scenario
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all time book on the future
by the Association of
Professional Futurists and
is used as a textbook by
many business schools.

Peter Schwartz (futurist) -
Wikipedia

*The Art of the Long View:
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